

The Creative Industries in Indiana Governor Mitch Daniels

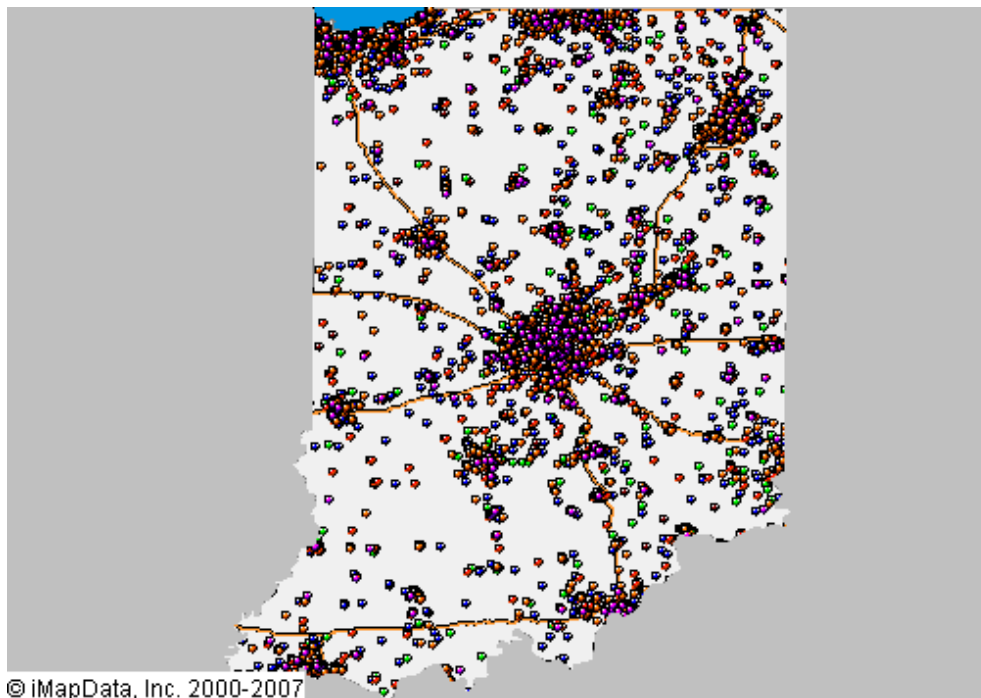
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Indiana**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, Indiana is home to 8,905 arts-related businesses that employ 53,924 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **Indiana**, with each dot representing an arts-centric business.

8,905 Arts-Related Businesses in Indiana Employ 53,924 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in Indiana January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	282	3,036
Museums	219	2,141
Zoos and Botanical	11	350
Historical Society	51	543
Planetarium	1	2
Performing Arts	1,687	13,771
Music	952	10,849
Theater	32	376
Dance	3	46
Opera	2	14
Services & Facilities	352	1,559
Performers	346	927
Visual Arts/Photography	2,888	10,540
Crafts	304	1,235
Visual Arts	204	429
Photography	1,825	6,530
Services	555	2,346
Film, Radio and TV	1,429	13,619
Motion Pictures	1,114	8,845
Television	138	3,897
Radio	177	877
Design and Publishing	2,254	11,517
Architecture	457	2,871
Design	1,082	2,539
Publishing	44	866
Advertising	671	5,241
Arts Schools and Services	365	1,441
Arts Councils	25	144
Arts Schools and Instruction	322	1,112
Agents	18	185
GRAND TOTAL	8,905	53,924

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit www.AmericansForTheArts.org/CreativeIndustries

Arts-Related Business and Employment in Indiana 2004 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2004	2008	% Change	2004	2008	% Change
Museums and Collections	226	282	24.78%	2,780	3,036	9.21%
Museums	179	219	22.35%	2,111	2,141	1.42%
Zoos and Botanical	9	11	22.22%	189	350	85.19%
Historical Society	38	51	34.21%	480	543	13.13%
Planetarium	0	1	100.00%	0	2	200.00%
Performing Arts	1,387	1,687	21.63%	12,356	13,771	11.45%
Music	850	952	12.00%	9,735	10,849	11.44%
Theater	26	32	23.08%	360	376	4.44%
Dance	2	3	50.00%	25	46	84.00%
Opera	2	2	0.00%	16	14	-12.50%
Services & Facilities	264	352	33.33%	1,369	1,559	13.88%
Performers	243	346	42.39%	851	927	8.93%
Visual Arts/Photography	2,619	2,888	10.27%	11,098	10,540	-5.03%
Crafts	278	304	9.35%	1,401	1,235	-11.85%
Visual Arts	167	204	22.16%	330	429	30.00%
Photography	1,539	1,825	18.58%	7,108	6,530	-8.13%
Services	635	555	-12.60%	2,259	2,346	3.85%
Film, Radio and TV	1,222	1,429	16.94%	9,561	13,619	42.44%
Motion Pictures	928	1,114	20.04%	5,900	8,845	49.92%
Television	117	138	17.95%	2,920	3,897	33.46%
Radio	177	177	0.00%	741	877	18.35%
Design and Publishing	1,699	2,254	32.67%	12,156	11,517	-5.26%
Architecture	379	457	20.58%	3,003	2,871	-4.40%
Design	677	1,082	59.82%	1,705	2,539	48.92%
Publishing	51	44	-13.73%	1,008	866	-14.09%
Advertising	592	671	13.34%	6,440	5,241	-18.62%
Arts Schools and Services	290	365	25.86%	1,084	1,441	32.93%
Arts Councils	20	25	25.00%	117	144	23.08%
Arts Schools and Instruction	255	322	26.27%	820	1,112	35.61%
Agents	15	18	20.00%	147	185	25.85%
GRAND TOTAL	7,443	8,905	19.64%	49,035	53,924	9.97%

Data Source: D&B January 2008 & January 2004

www.AmericansForTheArts.org